

Research Revolution

YOU SAY YOU WANT TO DO A SURVEY...
WELL, YOU KNOW....

NALP Annual Conference,
Friday April 3, 2009 - 10:45 am
Washington, DC

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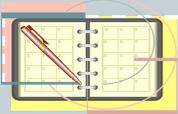
Kristina Gajewicz
North American Regional Recruiting Director, Baker & McKenzie LLP

Elaine Petrossian
Assistant Dean, Villanova University School of Law

Carol Sprague
Director of Alumni/Attorney Relations and Recruiting
Skadden Arps Slate Meagher & Flom LLP

Research Revolution Agenda

- 75 Highly Productive Minutes!
- Research Revolution: Highlighting Goals of Program
- Why do a Survey?
- Top 10 Tips for DIY Surveys
- Survey Stories: The Good...The Bad...The Ugly...
- Putting Your Survey Skills to the Test!



Goals of Session

- Practical reasons on why you should survey
- Useful tips to help plan your first or next survey
- Opportunity to participate in a 'mock survey'
- Learn the 'good and bad' survey questions based on 'mock survey'



Food for thought...

Disraeli said:
"There are three types of lies:
lies,
damn lies,
and
statistics"

You Say You Want To Do A Survey?

Survey = a research method or tool (aka the "instrument" and associated process)

Research = investigation to uncover and interpret facts

Research method = process and tools we use

Action research = a problem or program is researched, changes are made, process repeated for continued improvements

Data = the facts we collect or observe in our research

You Say You Want To Do A Survey?

Statistics = the mathematics of analyzing data to describe and summarize (aka “number crunching”)

Analysis = process of transforming raw data to highlight useful conclusions and support decisions

Other key concepts = we won't cover here

- ▶ Validity
- ▶ Correlations
- ▶ Generalizability
- ▶ Probability
- ▶ Variables
- ▶ Reliability
- ▶ Causality
- ▶ Error
- ▶ Confidence
- ▶ Distributions

Survey Research: Tool or Weapon?

Use your survey powers
for good, not for evil.



Bad reasons to survey...

- “Gin up” the case for your agenda
- Cloak decisions with aura of invincibility
- Delay a necessary action you don't like
- Because you can: “we're just curious” or “it's so easy”
- Deflect responsibility: “the survey says” excuse
- To avoid making tough judgment calls



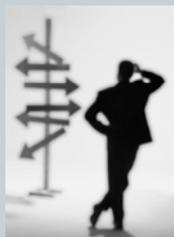
Good reasons to survey...

- To get a clearer fact picture about something that matters to the mission
- To honestly assess a process or outcome
- To strengthen relationships by asking for input
- To strategically target efforts and resources
- To test intuitions, assumptions, and "gut" feelings



Tips: Top 10 for DIY Survey Success

1. Start backwards: what's your "end game?"



2. Should you survey?

Tips: Top 10 for DIY Survey Success

3. Identify the stakeholders



4. Identify your pool of respondents

Tips: Top 10 for DIY Survey Success

5. Timeline the entire process, step by step



6. Design a sound survey tool



Tips: Top 10 for DIY Survey Success

7. Administer the survey ethically and effectively

8. Handle results with care



Tips: Top 10 for DIY Survey Success

9. Prepare to be held accountable



10. Avoid both surveyphilia or surveyphobia



Tips: Top 10 for DIY Survey Success

BONUS TIP

11. Use NALP as a resource!

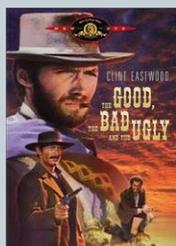


Survey Stories

The Good.....

The Bad....

The Ugly....



Mock Survey Exercise

Shoe Shopping Survey!



Additional Resources

References About Surveys & Data Based Decision Making

- Satisfaction Surveys: What Do Members of Your Law Firm Really Think? IOMA, June 2008
- Following A Data-Based Approach In The Six Sigma Decision Making Process, By Tony Jacowski, Posted Mar. 1st, 2008, <http://www.articlesbase.com/print/347301>
- Six Sigma, Data, And Looking Beyond: By Frank Lucer, Posted: Feb 2nd, 2009, <http://www.articlesbase.com/management-articles/six-sigma-data-and-looking-beyond-751915.html>

Additional Resources

References About Surveys & Data Based Decision Making

- Web Center for Social Research Methods, <http://www.socialresearchmethods.net/>. See free resources linked at: **Research Methods Tutorial**, <http://www.socialresearchmethods.net/tutorial/tutorial.htm>
- Cornell University Office of Institutional Research & Planning, So You Want To Survey Cornell Students, http://dipb.cornell.edu/IP_E_How_To_Survey.htm
- What is a Survey, American Statistical Association, <http://www.whatisasurvey.info/>
- Survey Design, by Creative Research Systems (a fee based survey research company), <http://www.surveysystem.com/sdesign.htm>

Tools for “DIY” Surveys

- Survey Monkey
- Zoomerang
- SurveyGizmo
- Your current software applications
 - Voting (Outlook)
 - Polling (LinkedIn)
 - Symplicity
 - Others?
